Most Widely Read Community Newspaper in Southern California

Subscription $1.00 a Year

THE BEACH NEWS

Subscription $1.00 a Year

ADVERTISING PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE NOW!

VOL. 2—NO. 26 KIRK SMITH, Editor-Owner Ocean Beach, California, Friday, May 16, 1924 PHONE POINT LOMA 17 FIVE CENTS THE COPY

EVERYBODY INVITED

CHRISTIAN SCIENCE LECTURE

THIS (FRIDAY) EVENING

Christian Science Society, Ocean Beach, announces a free lecture on Christian Science by Mr. Bicknell Young, C.S.B., of Chicago, Ill., member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass., in Benbough's Pavilion, Ocean Beach, on Friday evening, May 16, 1924, at 7:30 o'clock. The public is cordially invited.

Great Civic Improvement

PAVING PROJECT

AND SEWER SYSTEM

AT MISSION BEACH

The most importait project for civic improvement considered by the City Council at its regular meeting this week was the authorization of the Mission Beach sewer system. Plans submitted by the city engineer were approved and the city clerk was directed to call for bids on the work.

Completion of this project involves digging of 40,000 feet of trenches and laying of that amount of pipe, in addition to construction of a 1,200-foot ocean outlet. The cost is estimated at $147,000.

The paving of Mission boulevard, Pacific avenue and Cass streets in Mission Beach and Pacific Beach was authorized by the city council a fortnight ago. This paving will connect with the Ocean Beach boulevard, affording a direct paved highway from the north to the city.

REGULATION STAMPED

U. S. MAIL BOXES

From 25c Up

Get them here and NOW, in order to comply with new Free Postal Delivery law. H. H. REID & SON

5050 Newport Avenue

J. A. Brand is making improvements at his Coronado avenue home.

Kodak Finishing FROIDE'S op. P.O.

Miss Roberta Winans is making extensive improvements at her Bermuda avenue residence.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

"RED-HEAD" DAY

SET FOR NEXT SUNDAY

SAYS MANAGER BENBOUGH

A series of special events are scheduled for the formal opening of the summer season at Ocean Beach on Sunday, May 25, when many features will be introduced in the line of amusements along the ocean front. Meanwhile, says Manager William E. Benbough, of the O. B. Dance Pavilion, next Sunday has been designated as "red-head day," and all persons of auburn-hued hair will have free admission to all concessions in addition to receiving the chance of winning valuable prizes.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

C. C. Cristadora is making extensive improvements at 701 Silvergate

"BILL' RABSAHL

USES LUMBER LANGUAGE

IN BOOSTING US

W. H. Rabsahl, whom we all know as "Bill," the able and industrious manager of the Ocean Beach Lumber Company, says that the Rapid Transit Day edition of THE BEACH NEWS was "surfaced on all four sides, and fitted perfectly in width, length and thickness as the best publicity achievement for the beach districts."

Stationery Supplies, Froide's, op. P.O

Facade of Splendid New Theatre Building at Ocean Beach

MANAGER RAY ERICSSON

PLANNING A SHOW PALACE

FOR HIS PATRONS

Ocean Beach is to have a fine, new, fire-proof moving picture theatre. Manager Ray Ericsson has just closed a deal whereby he will soon move from his present quarters to a splendid new building across the street next to the postoffice on Newport avenue, where H. H. Reid & Son are transferring their property holdings to Mr. Boyd, a well known pharmacist of San Diego. Plans have been drawn for the construction of a theatre and two stores, with two apartments upstairs, on the site selected for the latest big civic improvement. It is understood that $7,500 was the price paid for the vacant property, 50x140 feet, and the new theatre structure will cost about three times that sum when fully completed and equipped.

A cursory review of the rise of the motion picture business during Manager Ray Ericsson's four-year regime here reflects great credit upon his excellent managerial ability, while also marking the general progress of the entire beach district. When Manager Ericsson and his charming wife, Norman Ericsson, first came to the Beach and took charge of the Ocean Theatre there was only one small motion picture machine and a squeaky old organ in a dull and gloomy looking interior. The Ericssons soon changed all that. Two modern machines now produce the latest and best films; a splendid and costly American photo-player furnishes most agreeable and appropriate music, and the house has been made as attractive as the surroundings permitted.

In the new theatre, everything will be of the most modern type, and its magnificence will be equalled only by the comfort and conveniences afforded its clientele. The seating capacity will be between eight and nine hundred and a large section will be devoted to special loges. There will be an extra large stage, with dressing rooms, and also the latest paraphernalia for presenting amusements and pictures. The drop curtain will be a dream in art and no expense will be spared in making the new theatre a wonderful and worthy ornament to this thriving beach community.

Publicity Co-operation Appreciated

MISSION BEACH COMPANY

Sales Office, 101 Broadway

San Diego, Calif., May 12, 1924.

Mr. Kirk Smith,
Editor Beach News:

Dear Sir: The cut of the Mission Beach Bath House, published in "The Beach News" in your issue of May 9th, is certainly very good, and, we think, should attract a great deal of attention among your subscribers.

We appreciate your co-operation in helping the development of all the beach section of the city and, of course, especially Mission Beach. Very truly yours.

GEORGE L. BARNEY and T. A. RIFE, Sales Agents.

Ocean Theatre

TWELVE REEL SHOW

BOOKED FOR MID-WEEK

Manager Ray Ericsson advises patrons to "come early" next Wednesday and Thursday at the Ocean Theatre, where the great picture "If Winter Comes," has been booked. It contains twelve reels and is classed as a knockout. Tomorrow (Saturday) a James Cruze production, "To the Ladies," will be shown, as well as a Buster Keaton comedy. "The Man From Wyoming" comes Sunday, and also the "Leather Pushers" with news and comedy.

Cream Puffs, Cream Rolls, and French Pastry—Special Saturday at the O. B. BAKERY. Phone Pt. Loma 72-W.

PLASTERER BUTLER

LIVES HERE AND WORKS

FOR REASONABLE PRICES

Many folks when they consider building a home, hesitate because of high prices, but on one thing they can figure a reasonable price, and that is plastering—if the work is done by W. E. Butler, who lives at the beach and furnishes estimates for plastering with satisfaction guaranteed, as his motto. He resides at 4356 Saratoga avenue and can be reached by mail for special contract work. His attractive business announcement in another column gives complete particulars.

O. B. Library

MARGARET RANKIN, Librarian

Let the O. B. Branch Library help you with your new home. We have helpful suggestions for our window display this week which are as follows: "Practical Bungalows," "Bungalowcraft," "Home Designer," "Pacific Homes," "Wilson Modern Homes 1, 2, 3, 4," "New Colonials," Stillwell; "Little Bungalows," Stillwell; "Plans for the Home Builder," "Art of Home Decoration," Northend; "Fireplaces," "New Interiors," Adler; "Making and Furnishing Outdoor Rooms and Porches."

THE NEWPORT SHOPPE

(Next to Cundell's Market)

Here They Are!—JANTZEN BATHING SUITS, while we have the colors and sizes, make your early selection. The only place in Ocean Beach where you can buy the GENUINE JANTZEN BATHING SUITS.

THE NEWPORT SHOPPE

ZONING OF LA PLAYA

WILL PROCEED AT ONCE

Following the action of the city council this week denying a protest against restriction, the zoning of La Playa will proceed without delay. With the exception of a small area near the bay front, the entire district will be placed in A zone. The district excepted will be classified as B zone.

THE BEAUTY SHOP

Phone Point Loma 63-W.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

Building Activities

MATERIAL FURNISHED

BY O. B. LUMBER CO.

FOR CONSTRUCTION

There is a most decided hum of activity 'round the great plant of the Ocean Beach Lumber Company on Muir avenue at Ebers street. Under the immediate direction of Manager "Bill" Rabsahl, a large number of employes are busy receiving and delivering building material of all kinds in response to demands from well satisfied patrons of this big Ocean Beach industry. Among recent listings the following are noted:

Dan Andrews & Son, contractors, are building a $4,000 residence for Mr. Willoughby at Mission Beach.

G. M. Miller is making extensive improvements to the Niagara apartments.

The sub-station of the San Diego Electric Railway at West Point Loma boulevard and Bacon street is rapidly taking shape.

The Congregational Church is being enlarged and remodelled.

Robert Upham is making improvements at 4103 Voltaire street.

Mrs. G. B. Hatch is improving her house at Mission Beach and building garage.

H. H. Reid & Son are constructing a duplex house on Del Monte avenue.

George Finley is making rapid progress in the remodelling of the Catholic Church.

J. F. Kelly is arranging to build two houses on Cove avenue and Point Loma heights.

E. P. Peltcher is building a cottage and garage at De Foe and Niagara.

O. F. Davis is making improvements to the Merry-Go-Round.

C. N. Tubbs is constructing a cottage and garage on Cape May avenue.

Watch for the "POPPY" Sale at the O. B. Pharmacy for the wounded veterans.

Popular Policeman Webster Murderously Shot On Duty

CONTINUES IN VERY CRITICAL CONDITION

A dastardly attempt to murder Patrolman Herbert T. Webster, of the Ocean Beach police precinct of the San Diego police department, was made last Saturday night by some unknown person or persons in an automobile on an abandoned road in Point Loma. Officer Webster was on duty, making his rounds in his car and had reported to headquarters by phone from the Theosophical grounds at 8:30. That was his last known act. About one hour later, Henry Silva, fifteen, of Rosecrans and Canyon streets, and Robert Herrera, fourteen, of 1847 Poe street, were going home when they saw an automobile pass them and turn off into the weeds at the side of the road. Someone called for help, but they said that they were afraid to go near the car, and went instead to the home of Harry Sweet, 3788 Tennyson street, who notified the police. They found Officer Webster unconscious at the wheel of his car, from loss of blood caused by being shot at close range with a .25-caliber bullet, which lodged in the base of his brain. He was taken to St. Joseph's hospital where he lies in a very critical condition. At this writing, on Thursday forenoon, he still remains in an unconscious state, except at rare intervals when he wakes in delirium. Thus far, no motive for the shooting has been established, but it is believed he was in pursuit of thieves or other evildoers when murderously attacked.

The fact that Officer Webster had no warning is evidenced by the knowledge that his own revolver had not been used, and powder-burns around the wound in his face show that he was shot at close range.

Police Chief James Patrick and his departments of police and detectives are using every effort to clear up the mystery surrounding the attempt to murder Officer Webster, who has long been a very popular policeman in Ocean Beach and is held in high esteem by his fellow officers for his bravery, amiability and loyalty to duty.

HERBERT T. WEBSTER

San Djego policeman, stationed at the Ocean Beach Precinct, murderously shot while on duty at Point Loma last Saturday night.

REWARD OFFERED

Early this week Chief of Police Patrick announced that the Police Relief Association had decided to offer $250 reward for information leading to the arrest and conviction of the person who shot Policeman Webster. Chief Patrick has since personally added $50 to that amount, which has been also supplemented by $50 from A. Greenleaf and $25 by Police Justice Chambers.

OCEAN BEACH REWARD

With the sanction and endorsement of Police Chief Patrick, an addition to the announced reward of $375 is being secured by THE BEACH NEWS as the representative organ of the Ocean Beach community, where Officer Webster has been a general favorite and is greatly liked for his admirable qualities as a fellow citizen as well as a fearless and considerate guardian of law and order. Officer Webster was an exceptionally well liked member of the Ocean Beach baseball team during the season just ended. Following is a list of pledges already obtained, collections of which will be duly placed in the hands of Chief Patrick to supplement the Police Relief Association reward for the capture and conviction of the person who murderously assaulted Patrolman Webster last Saturday night while on duty.

(In the event of failure of conviction following an arrest, Chief Patrick states that pledges will be void and all moneys and checks will be returned to the respective contributors of the Police Relief Association Reward fund.)

O. B. REWARD FUND

"The Beach News" (Kirk and Katherine Smith)	$10.00
Mrs. E. H. Grenawalt (Newport Shoppe)	3.00
F. H. Kraft (O. B. Pharmacy)	5.00
Chas. H. Peltcher	5.00
Cecil O. Carl	5.00
E. K. Burdette	3.00
H. K. Rankin	3.00
Charles B. Cundell	3.00
O. B. Bakery	3.00
Earl J. Haas	3.00
R. G. Ericsson, Ocean Theater	5.00
R. D. Crapo	3.00
H. H. Reid & Son	3.00
O. B. Lumber Co	5.00
L. G. Burkhardt	1.00
O. B. Candy Kitchen	2.00
George Copeland	2.00
F. J. Stoetzel	1.00
Beauty Shop	3.00
E. Herbert Hayden	1.00
Fred Locke	1.00
Mrs. H. Lipsett	1.00
Henry Lancaster	3.00
I. A. Holdridge	3.00
L. A. Shaffer	3.00
G. H. Faber	3.00
James P. Froide	3.00
Henry Eulberg	3.00
Capt. C. E. Wood	2.00
L. E. Ryan	2.00
J. N. Kelley	2.00
Leo Johnson	5.00
Chas. F. Bowen	3.00
H. D. Bombeck	1.00
Demarco Penny Arcade	5.00
Total	$109.00

If you desire to contribute to the Ocean Beach Reward Fund, fill out the blank pledge slip and mail or forward it to The Beach News office for proper listing.

PLEDGE FOR REWARD FUND

ENLISTED BY "THE BEACH NEWS"

For addition to the Police Relief Association Reward for information leading to the arrest and conviction of the person who murderously shot Policeman Herbert T. Webster, of Ocean Beach, while on duty Saturday night, May 10.

Ocean Beach, Calif., _____ 1924.

THE BEACH NEWS:

I hereby pledge the sum of _____ dollars ($_____), payable upon demand, for the purpose of Reward as stated herewith.

Name _____

Address _____

Styles That Suit the Younger Girls

Taffeta silk is a friend, tried and true, to every daughter of Eve, from the time of her first perky little party frock to that of her last sweetly dignified afternoon gown. It is most kind to the awkward age when sharp angles must be softened. Its crispness and color make it very flattering, especially in beruffled frocks like that one pictured.

Do You Know?

When, where and how the first American flag was flown over San Diego? Thrilling and authentic details of this great historical event are given in Winifred Davidson's interesting and instructive "LOMA LORE" series, published in The Beach News each week. Don't miss an issue.

OFFICIAL TIME TABLE

San Diego Electric Railway Company

OCEAN BEACH LINE
ROUTE NO. 14

Effective May 1, 1924
WEEK DAYS
On Sundays, 20-minute service from 8:40 a. m. throughout the day.

Subscribe for THE BEACH NEWS

Leave 3rd and Broadway	Leave DeFoe and Santa Cruz, O.B.
5:20 a.m.	
5:40	
6:00	6:00a.m.
6:20	6:20
6:40	6:40
7:00	7:00
7:20	7:20
7:40	7:40
8:00	8:00
8:20	8:20
	8:40
9:00	9:00
Read THE BEACH NEWS	
9:40	9:40
10:20	10:20
11:00	11:00
11:40	11:40
12:20p.m.	12:20p.m.
1:00	1:00
1:20	
1:40	1:40
2:00	2:00
2:20	2:20
2:40	2:40
3:00	3:00
Read THE BEACH NEWS	
3:20	3:20
3:40	3:40
4:00	4:00
4:20	4:20
4:40	4:40
5:00	5:00
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5:40	5:40
6:00	6:00
6:20	6:20
	6:40
7:00	7:00
7:40	7:40
8:20	8:20
9:00	9:00
9:40	9:40
10:20	10:20
11:05	11:05
11:50	11:50
	12:30

Subscribe for THE BEACH NEWS

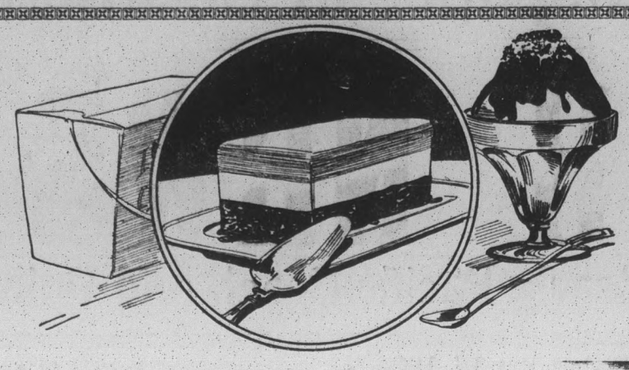
All outbound cars leaving 3rd and Broadway from 6:00 a. m. to 5:20 p. m. will make direct connection at Mission Beach Junction (south end of Mission Beach bridge) for Mission Beach points and all cars outbound will connect with Voltaire Street Motor Coach route at this point.

Fare to Ocean Beach and Mission Beach is 20 cents one way, 25 cents round trip, inner zone, 30 cents round trip, outer zone, through inner zone. Weekly pass $1.25.

No stops between Ocean Beach Junction (Marine Base) and Kettner Boulevard and Broadway.

The Maine Garage
5040 Newport Avenue
Ocean Beach, Calif.
BATTERY CHARGING
GASOLINE AND OILS
STORAGE AUTO REPAIRING
ACCESSORIES
PHONE POINT LOMA 382

if it's in the line of **Printing**
From a Visiting Card to a Poster.
We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
The Beach News
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

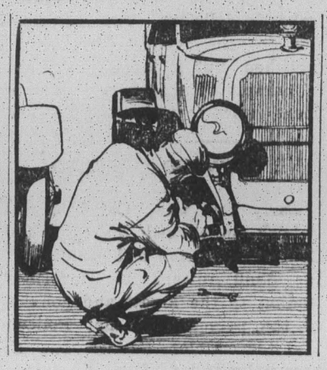


Some prefer brick ICE CREAM, others like it best dipped from the freezer, so we have both kinds in a variety of flavors.
Fountain Drinks at City Prices.
ICE CREAM delivered in gallons, quarts or pints.
PRESCRIPTIONS carefully compounded by Registered Pharmacist.
OCEAN BEACH PHARMACY
Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

O. B. Dry Goods Store
HOLLYWOOD SANDALS, Black patent leather, $4.50. White canvass $2.25.
Silk and Wool CREPE, the latest style—Saturday Special, $1.25.
Pepperill SHEETS, 72x90, heavy good cloth, no dressing—Saturday special, $1.39.
They are worth twice the money.
Same cloth PILLOW SLIPS, 36x42, Saturday special at 35c.
32-in. GINGHAM, Saturday special at 25c. Regular price 35c.

BUNGALOW GROCERY
E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue
JUST TRY THESE SPECIALS
FLOUR—FLOUR
Sperry, Crown, Globe A1, and Gold Medal at prevailing popular prices.
Phone, Point Loma 112-J.
We deliver any quantity, anywhere, at any time.

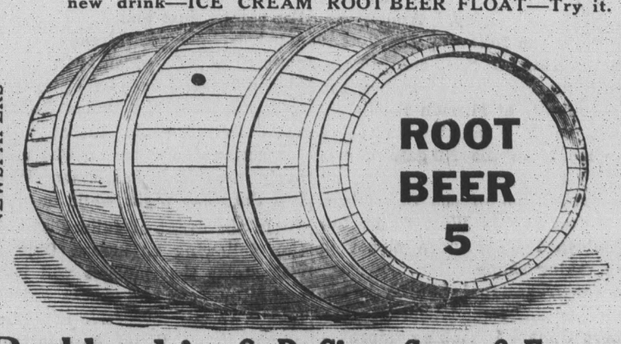
Authorized FORD and CHEVROLET Service



Ocean Beach Garage
HENRY EULBERG, Proprietor
4868 Newport Avenue
Two Blocks East of Dance Pavilion
PHONE POINT LOMA 77-W
Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES
EXPERT BATTERY SERVICE
AUTOMOBILE REPAIRING
BEST EQUIPPED FOR SERVICE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street. FREIGHT JOBBING Ocean Beach
BAGGAGE MOVING
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

We are now serving a delicious new drink—ICE CREAM ROOT BEER FLOAT—Try it.



Burkhardt's O. B. Cigar Store & Factory
Next to O. B. Postoffice 5026 Newport Avenue

A NEW SOLE MAKES A NEW SHOE
The Only Modern Shoe Repairing Shop in Ocean Beach. Equipped with latest Electric Machinery.
No need to take your work to the city. Expert service and satisfaction guaranteed. Over thirty-five years' experience.
J. T. SMITH
Newport avenue, next to Hotel Newport.

It's Not Far to a FABER Store

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

HERE'S THE KEY, FAY, TO THE BEST BEACH TOWN ON THE MAP

Mr. and Mrs. Fay R. Smalley, of San Diego, have moved to Ocean Beach for the summer season and are residing in one of the Boyd cottages on Bacon street at Saratoga avenue. Mr. Smalley is the popular and efficient traffic manager of the San Diego Electric Railway. In his own inimitable style, the indefatigable Fay announces his arrival as follows to THE BEACH NEWS staff, who sincerely extend Mr. and Mrs. Smalley a most hearty welcome:

Ocean Beach, May 14, 1924.

My dear Kirk and Katherine:

Just to show you how much I like your town of Ocean Beach, its people and our fine suburban electric railway, the Mrs. and I are moving out this week to become members of your great and growing community. Cordially yours,

FAY R. SMALLEY.

◆ ◆ ◆

YVONNE BURDETTE ENJOYS HAPPY TIME ON SIXTH BIRTHDAY

Little Miss Yvonne Burdette was the hostess last Saturday afternoon, at a merry gathering of her small friends given in honor of her sixth birthday. The children entered with enthusiasm into the various lively games, bubble-blowing proving to be the favorite, with the possible exception of the refreshments, always an important item with the little ones. The guests were: Buddy Faber, Agnes Lutler, Dorothy and Helen Pendergast, Junior Howe, Dorothy Leitner, Memory Fleming, Nina and Turner Kline, Warren Sterling, Floyd and June Evans, Lynn Lee, Ward Shaffer, Lucile Snelson, Donald Edwards, and Bailey, Barbara and Madelyn Burdette.

◆ ◆ ◆

MINISTER BROWN VISITS THE BEACH

Rev. R. E. Brown and family spent a few days last week visiting friends in Ocean Beach and San Diego. Mr. Brown was formerly pastor of the O. B. Baptist Church and now resides at Ramona, Calif.

◆ ◆ ◆

Everlasting Flowers at FROIDE'S, opposite P.O.

◆ ◆ ◆

CONVENTION DELEGATES

Mrs. John Clarke of 4761 Niagara avenue, and Mrs. Dr. Gardner, were elected delegates to attend the Southern California Baptist convention to be held in Los Angeles next week.

◆ ◆ ◆

DEMISE OF MRS. SPEAR

At the residence, 4733 Voltaire street, Mrs. Mary Johnstone Spear passed away last Sunday, May 11, aged seventy-four years and five months. She was a native of the Isle of Man and was the mother of Mrs. Ethel A. Lewis, of Ocean Beach.

◆ ◆ ◆

Fred B. Kenaston, an uncle of Floyd W. and Frances G. Reed of Ocean Beach, died at his residence in San Diego, May 9, aged forty-three years and three months.

◆ ◆ ◆

Miss Pearl Antrim and her niece, Mrs. W. J. Newhouse, moved to San Diego last week.

◆ ◆ ◆

Mrs. C. H. Daly of 4948 Cape May avenue, will leave Thursday, May 22, for a visit back to the "old home" near Menomonie, Wis. She will go via S. D. & A. Ry.

◆ ◆ ◆

Fire broke out in the home of George McMann on Santa Cruz avenue last Wednesday morning and the interior became a total wreck. The origin of the fire is unknown.

◆ ◆ ◆

Mrs. T. A. Stevenson has reported to the police that her house at 4712 West Point Loma boulevard, was entered recently and an Axminster rug stolen.

◆ ◆ ◆

Charles Coombs is making alterations to his residence at 4555 Muir avenue.

Burt Harris is building on his Guizot street property.

A. Loefling is building a new house in Mission Beach.

MR. AND MRS. HEMPHILL SUFFERING FROM EFFECTS OF AUTO ACCIDENT

It is with deepest regret that we have to report that Mr. and Mrs. G. B. Hemphill, of 4852 West Point Loma boulevard, are still in the Loma Linda hospital at Loma Linda, Calif., suffering from the effects of a serious automobile accident which happened a month or so ago. Mrs. Hemphill is just about able to write a few lines to her many friends here. She sent word that Mr. Hemphill's back is broken very badly, and that they had to send to New York for a steel frame to hold his body in rigid position. We sincerely wish for them a speedy recovery.

◆ ◆ ◆

LESTER NEAR BUILDS BOAT AND BUYS REAL ESTATE

Lester Near is a property owner now, having purchased two lots from I. A. Holdridge this week on Cape May avenue, between Froude and Guizot streets. Lester is a busy fellow these days. When off duty from his electrical work in La Jolla, he is busy with his new motor boat on Mission Bay. It is a speedy craft, according to Lester and his brother Loyal, who did most of the engineering work in installing the motor. It is called "The Owl" but sweeps the waves as graceful as a swan and as swift as a swallow or a sea gull or an eagle, and so on. Just get Lester to tell you all about it, when he isn't busy surveying real estate.

◆ ◆ ◆

SIXTH BIRTHDAY VERY HAPPILY CELEBRATED BY WALLIS ISOM

At the residence of his parents, 2151 Eber street, Wallis Isom held a joyful celebration if his sixth birthday last Wednesday, May 14. Those present included Anna Jane and Celia Maud Martin, Mildred and Wallis Scrivener, Wave and Vace Randolph, Ward Schaffer, Bits Kenyon, Doris Reed and Paul Isom. Many nice gifts were received. The color scheme was carried out in pink and white. Mr. Martin assisted in taking the children home in his automobile.

◆ ◆ ◆

BUYING AND BUILDING

Mr. and Mrs. P. M. Burrows of 4816 Saratoga avenue, bought four lots this week on Saratoga avenue, between DeFoe and Ebers streets and intend to build a home in the near future.

◆ ◆ ◆

U. S. Flyers Brave Death to Photograph Volcano

Hilo, Island of Hawaii.—Airplane photographs of the fire of an active volcano were taken recently by United States army pilots, who successfully performed this daring feat over Kilauea, the largest continuously active volcano in the world.

A group of four planes did the work. In a sudden descent directly over the inner crater they went down to within a few hundred feet of the roaring inferno of lava within the encircling walls.

Heavily buffeted by the up-rush of superheated air and gas fumes arising from the pit, the aviators drove their planes straight ahead, while the daring photographers leaning far outboard took a series of rapid-fire photographs of the tumultuous molten lava directly beneath them, according to witnesses of the feat. A series of unusually graphic views was taken.

Those who participated in the flight were Lieuts. J. M. McCulloch, W. N. Arms and Ned Schramm; Capt. R. G. Hoyt, communication officer; R. C. Wriston, photgrapher, and three enlisted men.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

Miss L. Parmelee
Announces that she has on sale at FABER'S GROCERY STORES
CAKES, PIES, MUFFINS AND MARMALADE
Prompt attention to phone orders.
PHONE, POINT LOMA 364-M.
Miss Parmelee respectfully requests that all persons having one or more of her PIE PANS to please return them at Faber's Grocery. She cordially thanks the public for their generous patronage, yet she can't make pies and cakes without pans, so please return the pans.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

O. B. Cleaners
R. D. CRAPO, Prop
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

San Diego's All-Year-Round TOYLAND
New Juvenile Automobiles.
Mah Jongg Sets
Sail Boats
Coaster Wagons
Air Rifles.
Now on Display
Visitors always welcome.
PASSMORE'S
BIRD and TOY STORE
Sixth at B—San Diego
Opposite the New Commonwealth Building

DON'T FORGET TO STOP AT
HARRY'S PLACE
Newport Avenue and Bacon Street
for the best ICE CREAM SODAS,
Soft Drinks, Cigars and Cigarettes
Lunches and Cooked Orders
To Please You

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Crystal Gazer, Psychic Palmist
"The Woman Who Knows"
OCEAN BEACH BRANCH
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SPECIAL READING 50c
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No matter who or what you are or may become, you owe it to yourself and to your family to secure
LIFE—ACCIDENT—HEALTH
INSURANCE
"And the Best is none too good!"
That's what you get—THE BEST—when you become insured with the
MUTUAL LIFE INSURANCE COMPANY
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PLASTERING
CONTRACTOR
Estimates Furnished
Reasonable Prices
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4356 SARATOGA AVENUE
Ocean Beach

OCEAN THEATRE

SATURDAY
A James Cruze Production
"TO THE LADIES"
With
THEORORE ROBERTS
—Also—
BUSTER KEATON COMEDY
Admission 15c and 20c

COMING SUNDAY
JACK HOXIE
—in—
"THE MAN FROM WYOMING"
and
"THE LEATHER PUSHERS"
News and Comedy
Two Shows—6:45 and 8:45 p. m.
Admission 15c and 20c

SPECIAL
WED. and THURS.
"IF WINTER COMES"
In Twelve Reels—Come Early
IT'S A KNOCKOUT
Admission Children 15c, Adults 30
Come Early—Show Starts at 7:15

OCEAN BEACH
Merry-Go-Round
Young and Old, Rich and Poor, all ride at same price, 5c each.
OPEN SUNDAY AFTERNOONS

T. J. ELLIS
Painting Contractor
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ESTIMATES FREE
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E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUDS AND DUDS of the POINT LOMA LAUNDRY

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

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Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
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ENTIRE YEAR
Located on Ocean
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COL. THOS. A. DAVIS, Pres.

PACIFIC BEACH
Community League
Organized to Advance the Best Interests of Pacific Beach
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairm
J. FOWLER, Sec'y-Treasurer.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

POSTOFFICE SCHEDULE
H. K. Rankin, Postmaster

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH....Sec'y.-Treas.

2 7

Legalized as an Official San Diego City and County Newspaper

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IN ADVANCE
Single Copies.....5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, May 16, 1924

NEWSPAPER EXPERT
COMMENDS AUCTION "AD"
IN OUR RED EDITION

G. S. Foxworthy, resident manager of the Western Newspaper Union at San Francisco, writes as follows:

"Dear Mr. Kirk Smith: The issue of THE BEACH NEWS of May 2nd is fine and it shows commendable enterprise on your part. Take it all around, the edition has a real 'punch' in it. The auction ad. on page four is excellent, and I am not making that statement because you used one of our 'cuts' either. That ad. hits one in the face good and strong, and is worth about three times as much as the same ad. would be if printed in one color."

EDITOR "BUNNY"
PUTS ONE OVER

Mr. Kirk Smith,
Beach News,
Ocean Beach, Calif.

My dear Kirk: I'll admit I am late in passing the flowers to you and your staff, for the very splendid edition, celebrating the completion of the new "speed" line, but allow me to congratulate you, not alone upon the breezy sheet, but the splendid spirit you display. Wishing you continued success, I remain,

Fraternally yours,
C. E. MURRAY.
Publisher (East) "San iDego News"

THERE'S TWO OF US
OF THE SAME MONIKER
IN THIS BIG BURG

There's another Kirk Smith in San Diego!

And while he is not a member of the "Fourth Estate" (like ye editor of THE BEACH NEWS), reference to our business columns will show that he is engaged in a very reputable line of business as a special representative of the Mutual Life Insurance Company of New York, with offices in the Watts building, corner Fifth and E streets. He lives on Thirty-fourth street and his business phone number is 643-72.

This other Kirk Smith is a mighty fine fellow in our estimation and is devoting quite a deal of his time at present in writing life, accident and health insurance for folks in the beach districts.

The entire San Diego territory is under the excellent supervision of Charles Shields, assistant district superintendent of the Mutual Life Insurance Company of New York, which about everybody knows is one of the oldest and most substantial in the world, with life, accident and health insurance affording best protection at reasonable rates.

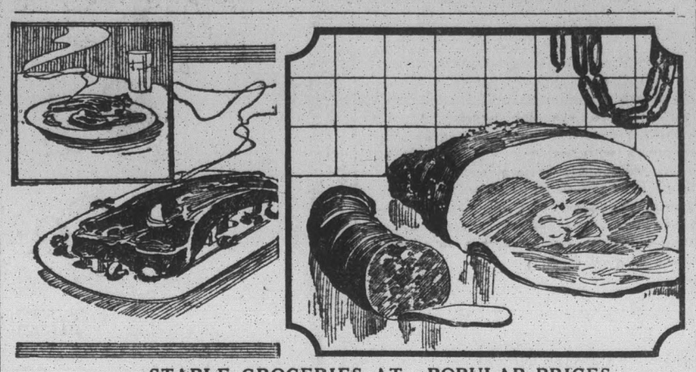
Mr. Shields knows the insurance business backwards and forwards and all 'round and is most ably fitted for demonstrating the benefits to be derived from insuring in the reliable organization represented by his branch office in the Watts building.

Your Conversation

"ADAM'S APPLE"

"Adam's apple" is the name given to the projecting cartilage in a man's throat. It refers to an old tradition that the apple which Eve gave to Adam in the Garden of Eden stuck in his throat because it was forbidden fruit. Eve is to be congratulated for having swallowed hers.

Food you will enjoy!



STAPLE GROCERIES AT POPULAR PRICES
FABER'S Ocean Beach Grocery
Faber's Little Cash Grocery
Faber's Cash & Carry No. 3
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Everyone Likes to Buy From a Well Known Store

The most forceful and inexpensive way to imprint your name on the mind of every person in town---is to keep it before them with an

Electric Sign

Electric publicity will perform two big services for your store:

Imprints your *Name* and your *Location* on the mind of every passerby.

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth
MAIN 64
Byllesby Engineering and Management Corporation

U. S. EXPERTS LEAD WAR ON FOOT AND MOUTH DISEASE

This is Dr. U. G. Houck of the United States Bureau of Animal Industry, (left) who has been placed by Secretary Wallace in complete command of the fight being effectively waged on the foot and mouth disease outbreak in California, and G. H. Hecke, director Department of Agriculture, State of California, who is assisting Dr. Houck in quickly and permanently stamping out the epidemic.

SACRAMENTO, CALIF.—The full force of the United States government has been brought into play effectively against the foot and mouth disease in California. The disease has been confined to certain limited districts in the state and the work of stamping it out is proceeding rigorously under the direction of Dr. U. G. Houck, personal Representative of Secretary Wallace, department of agriculture, who has complete control of the combined federal and state forces.

"Every method justified by our past experience and by scientific study is being used to prevent any possibility of spread of the disease and to wipe it out so thoroughly that there will be no chance of its recurrence," said Dr. Houck.

"There is no danger of spread of the disease through shipment of fruits, vegetables or dairy products from the great non-infected areas of California. We know of no instance where the disease has been carried by such shipments," Dr. Houck said.

Complete confidence in the men in the field was expressed by Dr. J. R. Mohler, chief of the bureau of animal industry, United States department of agriculture, in a message he has just sent to Dr. Houck and the local federal inspectors.

"We have in California," he said, "the best equipped force of inspectors that was ever assembled on a foot and mouth detail.

"Our methods are not experimental, but have been weighed in the balance of practical experience and have always produced the desired results."

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

WE CIRCULATE

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Read "Loma Lore" every week.

CAMPBELL CHEVROLET COMPANY
The Chevrolet Corner
STATE and B STS.
MAIN 777
Where Service Counts

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR SALE—Kohler piano, almost new, at a great bargain. Inquire at the FERRIS WHEEL.

FOR SALE—One hundred Tancred strain laying Leghorns; no culls; one dollar each. Cor. Mendocina and Voltaire streets. Phone, Point Loma 317-W-J.

FOR SALE—Six-room house, lot 100x135; double garage; fruit trees, 3 Loquat, 5 apple, 2 quince, 2 pear, 2 apricot, 3 fig, 6 peaches, 4 Guava; strawberries, blackberries, grapes, all bearing; flower garden. Reasonable terms. Apply 4165 Udell street.

FURNITURE, sewing machines, gas ranges; lots of bargains; also Pianos and Phonographs, new and used. A friendly store—come in and get acquainted. PIERCE FURNITURE CO., 1961 Abbott street. We exchange for yours.

OCEAN BEACH
BAIT HOUSE
Jack Neumont, Prop'r.
South End Mission Bay Ridge
BAIT, BOATS, FISHING TACKLE
For Sale or Hire
Cigars, Candy, Soft Drinks
Phone, Pt. Loma 6
Res. Phone, Pt. Loma 319-W

Sun - Moon - Tides

MAY ALMANAC

(Boldface Type Denotes P. M.)

	Subscribe for THE BEACH NEWS							
10	4:55	6.36	10:17	0:04	4.3	7:58	0.6
				3:31	**3.2**	**7:07**	**2.9**
11	4:54	6:37	11:14	1:17	4.0	9:07	0.6
				428	**3.5**	**9:27**	**2.8**
12	4:53	6:38	12:12	2:52	3.6	10:10	0.6
				5:11	**4.0**	**11:00**	**2.3**
13	4:52	6:39	1:13	4:20	5.3	11:05	0.5
				5:47	**4.7**	**11:56**	**1.6**
14	4:52	6:39	2:16	5:51	4.1	11:50	0.4
				6:21	**5.0**		
	Read THE BEACH NEWS						
15	4:51	6:40	3:21	6:32	4.3	0:44	0.8
				6:55	**5.5**	**12:33**	**0.4**
16	4:50	6:41	4:29	7:26	4.4	1:29	0.0
				7:31	**6.0**	**1:14**	**0.5**
17	4:49	6:42	5:39	8:20	4.5	2:14	0.6
				8:09	**6.4**	**1:53**	**0.7**
18	4:49	6:42	6:49	9:11	4.5	3:00	1.1
				8:47	**6.7**	**2:32**	**1.0**
19	4:48	6:48	7:59	10:04	4.3	3:37	1.4
				9:30	**6.7**	**3:14**	**1.2**
20	4:48	6:43	9:05	11:00	4.1	4:36	1.5
				10:15	**6.5**	**3:58**	**1.5**
21	4:47	6:44	10:05	11:58	3.9	5:28	1.3
				11:04	**6.1**	**4:43**	**1.9**
22	4:47	6:45	10:59	1:05	3.8	6:24	1.0
						5:49	**2.2**
	Read THE BEACH NEWS						
23	4:46	6:45	11:45	0:01	5.5	7:25	0.5
				2:17	**3.8**	**7:09**	**2.5**
24	4:46	6:46	.....	1:05	4.9	8:30	0.2
				3:26	**4.0**	**8:55**	**2.5**
25	4:45	6:46	0:26	2:22	4.4	9:35	0.2
				4:26	**4.2**	**10:30**	**2.1**
26	4:45	6:47	1:04	3:46	4.0	10:34	0.4
				5:16	**4.7**	**11:41**	**1.6**
27	4:45	6:48	1:38	5:03	3.8	11:23	0.6
				5:57	**5.0**		
28	4:44	6:48	2:10	6:07	3.8	0:35	1.1
				6:32	**4.3**	**12:06**	**0.9**
29	4:44	6:49	2:42	7:00	3.7	1:19	0.6
				7:02	**5.5**	**12:44**	**1.1**
30	4:43	6:49	3:15	7:47	3.8	1:56	0.2
				7:32	**5.6**	**1:15**	**1.3**
31	4:43	6:50	3:48	8:27	3.8	2:29	0.1
				8:00	**5.7**	**1:45**	**1.5**

Subscribe for THE BEACH NEWS
New moon May 3 at 11 p. m.
Full moon May 18 at 9:53 p. m.

Notice to FORD OWNERS
CHANGE YOUR TRANSMISSION BANDS
IN 15 MINUTES
With the aid of a screwdriver only
TIME and MONEY SAVER
HOLSTEIN'S
'Hold-Fast' RELINING BANDS
Installed by
TURNER B. KLINE
San Diego County Representative
SUNSET GARAGE
1916 Bacon Street
Ocean Beach, Calif.
Ask for FREE Demonstration
Phone: Point Loma 20-J

Phil Schaffer has improved his concession holdings.

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday—Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

The Sunday school under the management of the newly elected superintendent is taking on a fresh interest. At the cabinet, Tuesday evening, advanced methods were planned which give promise of more effective work and growth. The next cabinet will be held the first Monday in June.

Children's Day, the second Sunday in June, will be observed with an evening concert directed by Mrs. T. C. Mason.

Sunday evening the Young People's Society will visit the Young People of the White Temple in San Diego as their guests.

The financial board of the church held their annual meeting on Thursday and adopted an advanced budget for the current year involving the expenditure of approximately $3,000. There is every promise of growth in all departments for the new year.

Dr. Hayden's topic at 11 o'clock will be a Mother's Day follow up, "The Home and the Church." Mrs. Close will sing the "Ave Maria" omitted last Sunday and Mrs. Gardner will sing "Peace Be Still." The evening talk will be on "The Divinity of Jesus—What Is It?" There will be good music.

Mrs. Dr. Gardner, Mrs. Minnie Clark and Dr. Hayden will be delegates to the State Convention in Los Angeles next week.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

At the morning service the pastor will speak on "The Need of Repetition." The choir will give the anthem, "I Love to Tell the Story," by Gabriel.

Owing to the Conference of the Southern California Congregational churches which met in San Diego this week, the regular meeting of the Woman's Guild was postponed until next Tuesday, May 20th. All members please take note of the change.

At a meeting of the trustees on Wednesday night it was voted to have certain improvements made immediately—such as, leveling the grounds and putting several necessary additions to the present building.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN CHARGE
Sunday school at 9:45 a. m.
Morning service at 11.

"Don" Spencer is busy doing cement work all 'round the beach.

A. Rock is completing his house.

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

VI.

THE EIGHTEENTH CENTURY CLOSES

In Bancroft's "History of California" at page 456 of the first volume there is shown a map which bears the date 1782; published, observe, thirteen years after the founding on the Presidio of the first mission in Alta California.

On this map the tip of our headland bears this significant legend:

"Pa. de la Loma de S. Diego," which is to say, "Punta de la Loma de San Diego." Translated, these words are:

"Point of the Hill of San Diego."

To us this is most important. The Hill of San Diego. As far as we can learn, here on this old map is the first showing of our present name. For, naturally, "Punta de la Loma" soon became in Spanish "Punta Loma" and in English "Point Loma."

But Point Loma was actually San Diego in those days of map-making. And San Diego was nothing but this hill which runs out to its abrupt point.

And now, having impressed this fact upon our minds, we can add another: This very Point Loma, at La Playa, was the beginning not only of all our local history, our San Diego history, but it was the beginning also of the history of all Upper California.

Bancroft says at page 67 of that first volume:

"After 1769 the northern country was for a time known as the New Establishments, or Los Establecimientos de San Diego y Monterey. Down to 1846, however, the whole country was often called by Mexicans and Californians, even in official documents, a peninsula."

The San Diego that was La Playa on Point Loma marked that unknown and feared, that alluring other California, beyond the Mexican frontier, to enter which four separate exploring and discovering parties set out from Baja California in the early part of 1769. Four of them! Galvez thought it necessary to divide his forces four times, lest, if one party failed to find San Diego—the bay and headland that Cabrillo had seen and that Vizcaino had named—or if two or three parties failed, there were left still a few soldiers, priests and pioneers to make up the fourth that would press on.

On to San Diego, to la Punta de la Loma de San Diego!

And when this promontory stood up out of the sea it was like a finger signalling to Perez and Vila on the "San Antonio" and the "San Carlos" and to Portolá and Serra and Rivera marching down from the back hills, that they had found what they were seeking and what they had been sent to re-discover: San Diego.

Let us glance quickly at the thirty-one years that passed on this Hill of San Diego from the time of the arrival of that first Spanish ship in 1769 to the 27th of August, 1800, when came the first American craft, the "Betsy."

We must know that there was an intimate connection between this place—the beginning of California affairs in the north—and the Presidio and Mission where the settlements were actually made. Of the baptisms, marriages, deaths, Indian neophytes and recruits; of the cattle, sheep, goats, pigs, horses, mules; of the plantings and harvests; of the buildings and furnishings; of all that went on in Mission Valley and on Presidio Hill there were souls on this side keenly aware.

That the padres over in the Mission felt this intimate connection is apparent from letters which passed between Fathers Serra and Lasuen. In one place Serra says:

"If they do not concede this to me, we will abandon this port."

The port—that is, the entrance to the bay, off Point Loma.

And Lasuen writes:

". . . the greatest service rendered to the king in this country is the holding of the Port of San Diego by means of this apology for a mission."

And further in this letter there is this sentence:

"The pagans are numerous, while the Christian flock is small. Of these, the majority live scattered in the mountains and along the beach after the manner of savages. Only a small proportion are gathered here and live like Christians."

And in common with their brethren in the back hills, these our savages along the beach, paid tribute to Mission and to Presidio during all those years; while Portolá marched north, while the mission was built, removed, destroyed and rebuilt; while Serra and the other presidentes came and went; while young soldiers advanced to capitans; while pagan converts became Christian alcaldes; while governors and their staffs—five governors there had been before the close of the century—came up from Mexico on their way to Monterey; while there went forward all the new, strange and sometimes startling activities, secular and ecclesiastical, that have been so well recorded elsewhere.

Indians on Point Loma were spectators of every event. Indians were here, wandering or at home here, from the very earliest times. Never ship came up from the south but notice flew from hill to hill. They descried Drake in the distance. When Perex approached the heights back of the present San Fernando street and facing La Playa bristled with unclothed earth-colored men "of good figure, well built and agile," as Costanso described them.

In his first letter, written "From this port and proposed new Mission of San Diego in northern California, July 3, 1769," Serra gives this detail:

"The natives are exceedingly numerous and all . . . live well on various seeds and on fish which they catch from rafts made of tules and formed like canoes, with which they venture far out on the sea. The Indians are very friendly. . . They would treat us with such confidence and ease as though they had known us all their life."

And those must have been Point Loma Indians or their nearest neighbors who, in their eagerness to get possession of woven fabrics paddled out to the "San Carlos" in rafts of tule and all but cut away the sails.

The confidence of the Indians may be explained by the legends that had been passed on from Cabrillo's and from Vizcaino's time—those earlier white-skinned and bearded men who had come from afar and who had been kind to the natives; who had given shirts to some of them!

The first thought of the watchers on Point Loma when they saw the "San Antonio" approaching from the south was this: A whale! A whale of prodigious size heading this way! The company of watchers increased. And then a sign, a great wonder, came to them. As the ship slowly took shape, as the sails stood out gray against the blue sky, and came nearer and nearer, finally rounding Point Guijarros and coming to anchor off La Playa, the sun was eclipsed, the earth shook.

It was, as one of the pious padres said, as if the very heavens had conspired to make it easy to plant the seeds of Christianity in the hearts of the simple Indians.

From that first time on, ships have been rounding Point Guijarros. Eighteen suns, as the natives counted, after the landing of the sick men from the "San Antonio," there came the "San Carlos." The first ship departed and came again and again. Yearly there was one ship at least to reach this port, bringing supplies of seeds and clothing, farm tools and church furnishings, books and papers and the common necessities of civilized living.

(Continued next week

"Gratitude is thet feelin' which we believe people should have toward us. We, ourselves, are pretty apt to take their favors for granted."

PLEASE RETURN THOSE PIE PANS TO MISS PARMELEE

There has been a most generous response by the public to the announcement by Miss L. Parmelee of her placing on sale at Faber's Grocery Stores of her home-made products in the way of cakes, pies, muffins and marmalade. Orders have been coming in thick and fast and Miss Parmelee states that she is thankful for the general recognition of her expertness in making delicious pies, yet she earnestly requests her many patrons to return the pie and cake pans as soon as possible. Naturally, she can't make those splendid pies without the proper pans, so please return 'em, for more pie.

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

A PIPE DREAM

Editor The Beach News:

Did you ever read a sea story in which one of the characters was a no-account beach comber, one of those fellows who live in a shack on the beach of a delightfully mysterious island somewhere in the Pacific ocean?

Of course you have, and do you remember the wonderful thrill you got as you followed in spirit this care-free and irresponsible person along the beach, and how you held your breath as he slowly scanned the horizon looking for traces of the wrecked ship.

Yes, you sure were excited when the dark object, indistinct at first, proved to be a whale boat with a something in it covered by a tarpaulin.

And oh—boy!—you couldn't read fast enough when he waded into the surf and slowly dragged in the boat with its mysterious cargo.

And then the GREAT THRILL—as he slowly removed the tarpaulin and exposed to view the still white form of the beautious maiden, or was it a large brass bound teakwood chest. Well, no matter which, it was simply great and you longed to be in the beach comber's boots. No, not in his boots, nor in his pants—for he wore neither, but you longed to be there—just the same!

The writer enjoyed all these sensations when a boy and resolved some day to do likewise. But that day never came and he became an old boy and had given up hope of realizing his boyhood dream, when, lo, and behold, in the twinkling of an eye, he found himself living quietly in a little cabin on the shores of the Pacific ocean. At night the roar of the breakers lull him to sleep—in the morning they awaken him.

His dream has come true. Any morning (except when he is too lazy to get up, for you know beach combers are prone to take it easy) you can see this old boy out on the strand looking for the boat with its mysterious cargo.

CATO.

Picture Frames. FROIDE'S, opp. P. O.

DRUGGIST KRAFT KNOWS A THING OR TWO ABOUT ADVERTISING

When it comes to securing effective publicity with attractive sign advertising, Fred H. Kraft, the popular proprietor of the Ocean Beach Pharmacy, knows just the right way to go about it. His splendid show windows on the corner of Bacon street and Newport avenue have been utilized to set forth the high lights of his business to the best advantages. Neat lettering on a white background, with a border stripe of red, conspicuously enumerates "Prescriptions, Candy, Cigars, Cigarettes, Sodas, Films, Magazines, and Ex-Lax, the Chocolate Laxative." And it is all done without offending the most esthetic taste. In fact, the brightly lighted show windows and sign strips, add greatly to the attractiveness of one of the most prominent and best patronized corners in the beach business district.

Incidentally, it may be added that free samples of the Chocolate Laxative are given by Pharmacist Kraft to all visitors and patrons of the Ocean Beach Pharmacy.

Kodak Films, FROIDE'S, opp. P.O.

TELEPHONE COMPANY TO INCREASE SERVICE IN PACIFIC BEACH

The immediate spending of $225,000 for increased telephone service covering Pacific Beach and La Jolla, was announced this week by Manager A. E. Scott, of the Pacific Telephone & Telegraph company.

Local plant improvements and additions are being made in both Pacific Beach and La Jolla, where many new applications for service are being received, and which will be greatly accelerated, with the completion of the new car line.

WE CIRCULATE

MISSION BEACH

Bath-House

Now Under Construction

Costing $450,000

Is the First Unit in the Improvement of the MISSION BEACH AMUSEMENT CENTRE

LOTS as low as $400 on the Easiest Terms ever made on Residential Beach Property

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at *GENERAL SALES OFFICE*

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Sales Agents: GEORGE L. BARNEY — T. A. RIFE

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PLUMBING COMPANY

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5068 NIAGARA AVENUE
Phone: Point Loma 152

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Plumbers' Supplies and Heaters,

THE BEAUTY SHOP
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Paints, Hardware and Household Supplies

STANLEY 4-SQUARE *HOUSEHOLD TOOLS*

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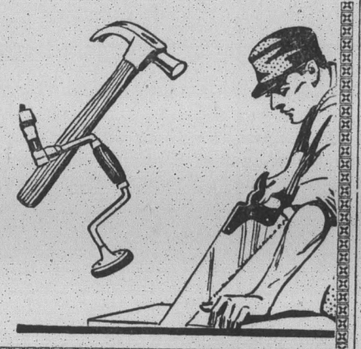

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Lumber, Cement, Roofing Paper

Office, Yard and Mill --- Muir Ave. and Ebers St., O. B.

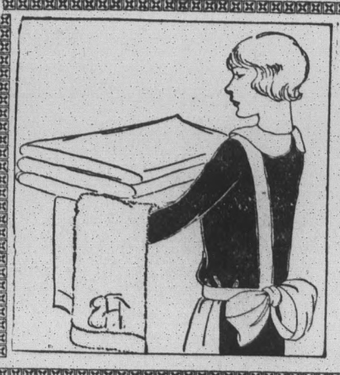
W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, Cement, Roofing Material, Wall Board, Etc.

New office and extra warehouses have been constructed corner Ebers street and Muir avenue.

Lumber Estimates Cheerfully Given

Phone, Pt. Loma 40-J



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Dancing Every Night and Sunday Afternoon--Except Monday

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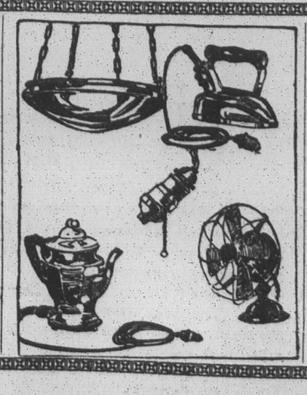
OCEAN BEACH DANCE PAVILION



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Expertly Erected and Officially Inspected
Absolutely Safe for Young and Old
Exhilerating and Entertaining Ride in Comfortable Cars
Protected with Heavy Wire Screens and Automatic Safety Appliances
Biggest and Best Outdoor Attraction at Ocean Beach

Who's Who in Offcialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell. Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lesem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley. Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

Subscribe for "The Beach News."

WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings. Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego Geo. H. Cooley, Harry E Webber

WE CIRCULATE

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is

Point Loma 4.

CLASSIFIED ADS GET QUICK RESULTS